

U.S. Army 2005 MWR Leisure Needs Survey

**22nd ASG - Vicenza
Italy**

CALIBER
an ICF Consulting Company

BRIEFING OUTLINE

22nd ASG - Vicenza

□ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

□ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ NEXT STEPS

PROJECT OVERVIEW

22nd ASG - Vicenza

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

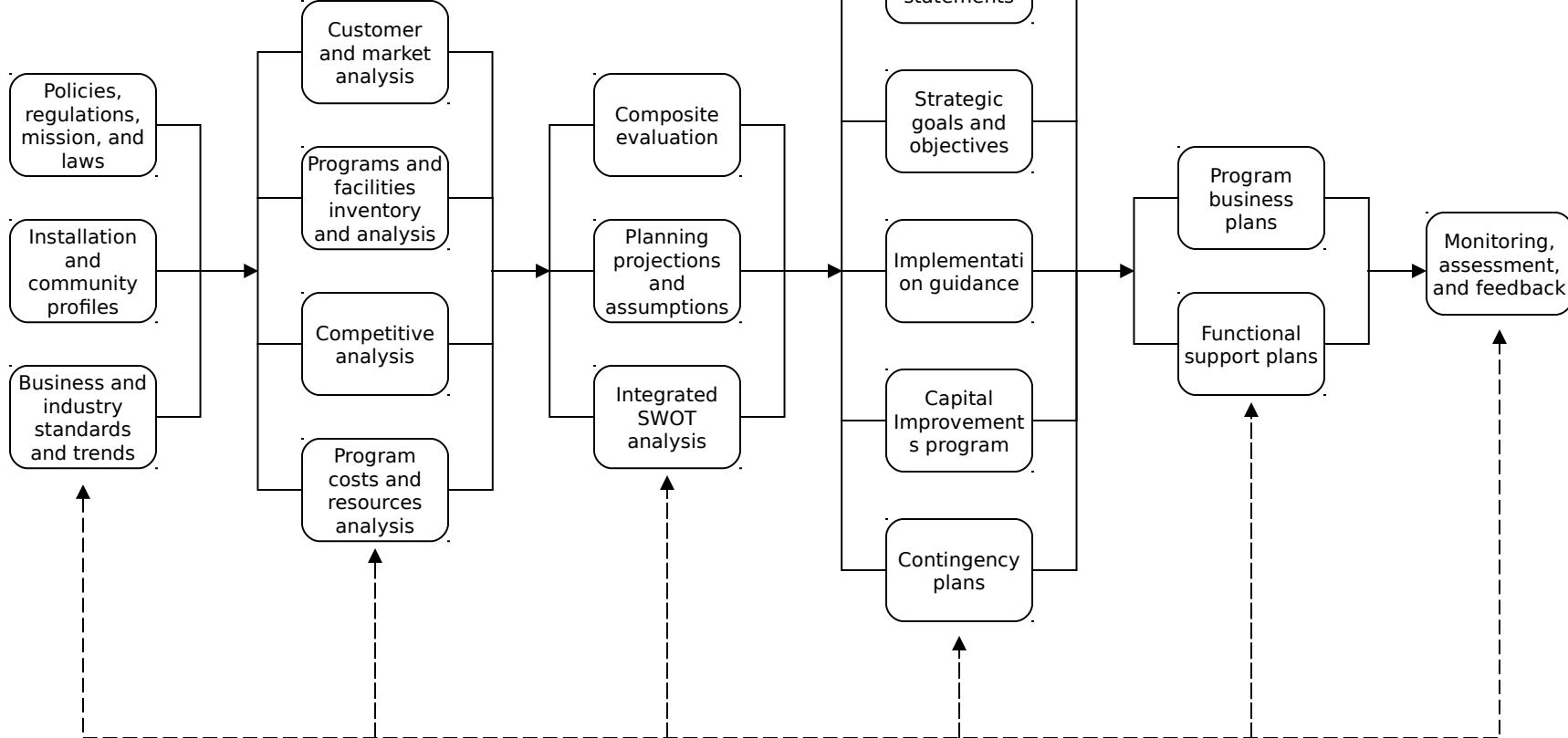
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



METHODOLOGY

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I PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 550 surveys were distributed at 22nd ASG - Vicenza



I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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□ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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I SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

| | <u>Survey Population</u> | <u>Surveys Distributed</u> | <u>Surveys Returned</u> | <u>Response Rate</u> * | <u>Confidence Interval</u> ** |
|---------------------------------|--------------------------|----------------------------|-------------------------|------------------------|-------------------------------|
| Army: | | | | | |
| Survey Totals | 1,212,240 | 249,555 | 50,651 | 20.91% | ±.43% |
| 22 nd ASG - Vicenza: | | | | | |
| Active Duty | 3,263 | 250 | 156 | 62.40% | ±7.66% |
| Spouses of Active Duty | N/A | N/A | N/A | N/A | N/A |
| Civilian Employees | 2,528 | 300 | 63 | 21.00% | ±12.19% |
| Retirees | N/A | N/A | N/A | N/A | N/A |
| Total | 5,791 | 550 | 219 | 39.82% | ±6.50% |

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

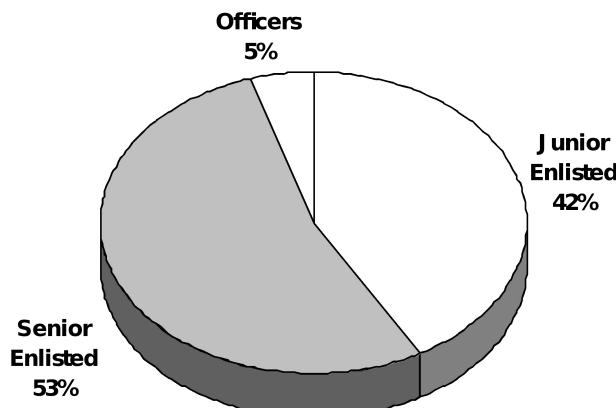
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

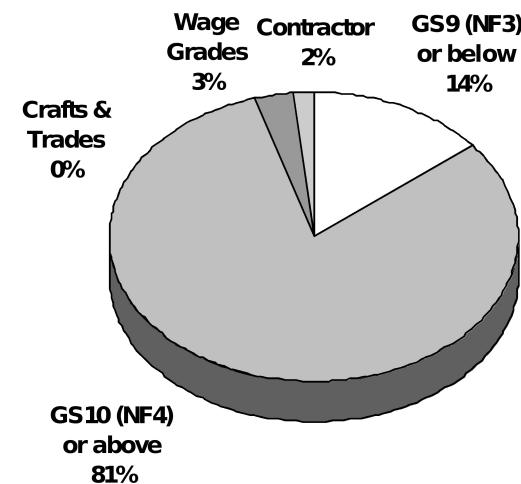
ACTIVE DUTY

(n = 144)



CIVILIANS

(n = 63)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 22nd ASG - VICENZA

22nd ASG - Vicenza

MOST FREQUENTLY USED FACILITIES

| | |
|--------------------------|-----|
| Fitness Center/Gymnasium | 75% |
| Library | 69% |
| Car Wash | 54% |
| Athletic Fields | 48% |
| Automotive Skills | 42% |

LEAST FREQUENTLY USED FACILITIES

| | |
|--------------------------|----|
| Cabins & Campgrounds | 4% |
| BOSS | 6% |
| Youth Center | 7% |
| School Age Services | 8% |
| Child Development Center | 9% |

MWR PROGRAMS & FACILITIES: SATISFACTION AT 22nd ASG - VICENZA*

22nd ASG - Vicenza

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

| | |
|--------------------------|------|
| Automotive Skills | 4.29 |
| Library | 4.27 |
| Arts & Crafts Center | 4.09 |
| Army Lodging | 4.09 |
| Fitness Center/Gymnasium | 4.04 |

FACILITIES WITH LOWEST SATISFACTION RATINGS*

| | |
|--------------------------|------|
| Car Wash | 3.09 |
| Youth Center | 3.32 |
| BOSS | 3.37 |
| Child Development Center | 3.41 |
| Bowling Center | 3.57 |

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 22nd ASG - VICENZA*

22nd ASG - Vicenza

FACILITIES WITH HIGHEST QUALITY RATINGS*

| | |
|---------------------------|------|
| Library | 4.18 |
| Automotive Skills | 4.17 |
| Army Lodging | 4.02 |
| Cabins & Campgrounds | 4.00 |
| Outdoor Recreation Center | 4.00 |

FACILITIES WITH LOWEST QUALITY RATINGS*

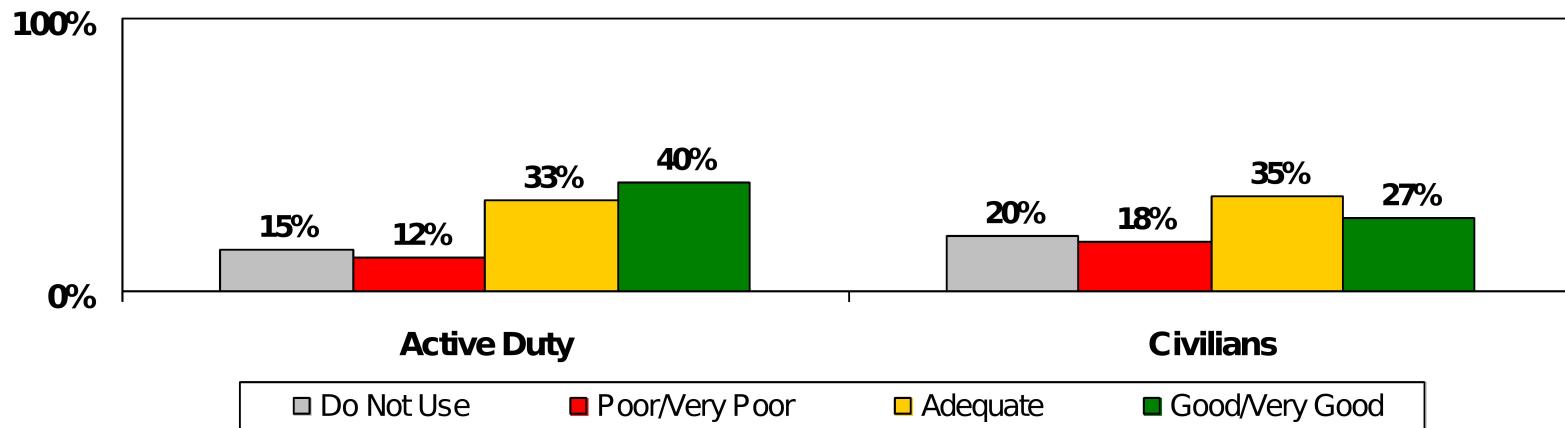
| | |
|-----------------------------------|------|
| Car Wash | 3.01 |
| BOSS | 3.08 |
| Youth Center | 3.24 |
| Bowling Center | 3.40 |
| Multipurpose Sports/Tennis Courts | 3.49 |

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

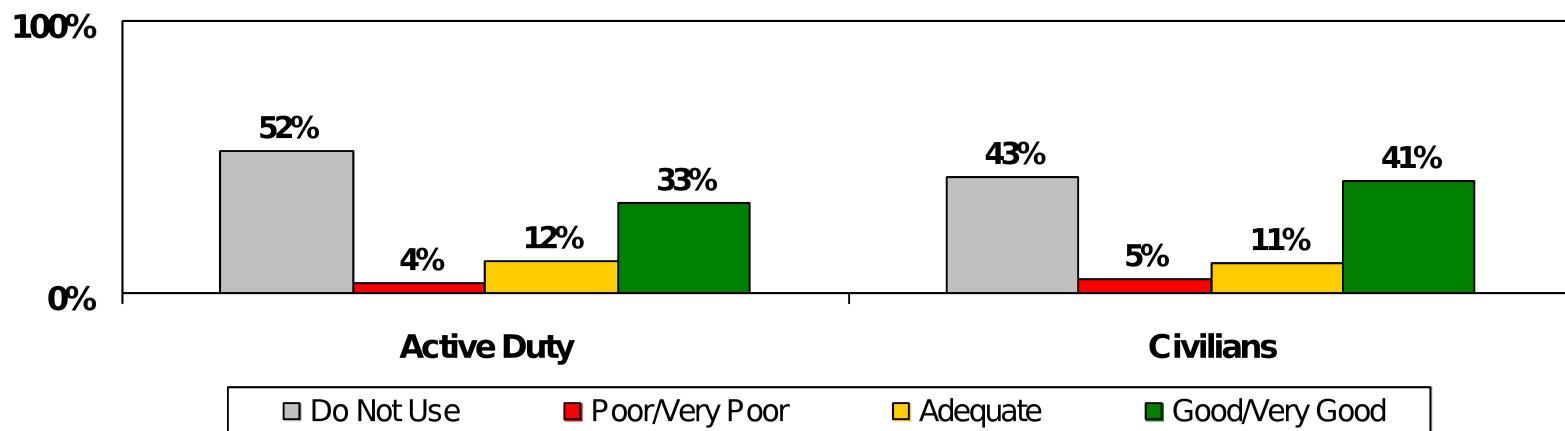
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

22nd ASG - Vicenza

Quality of On-Post Services



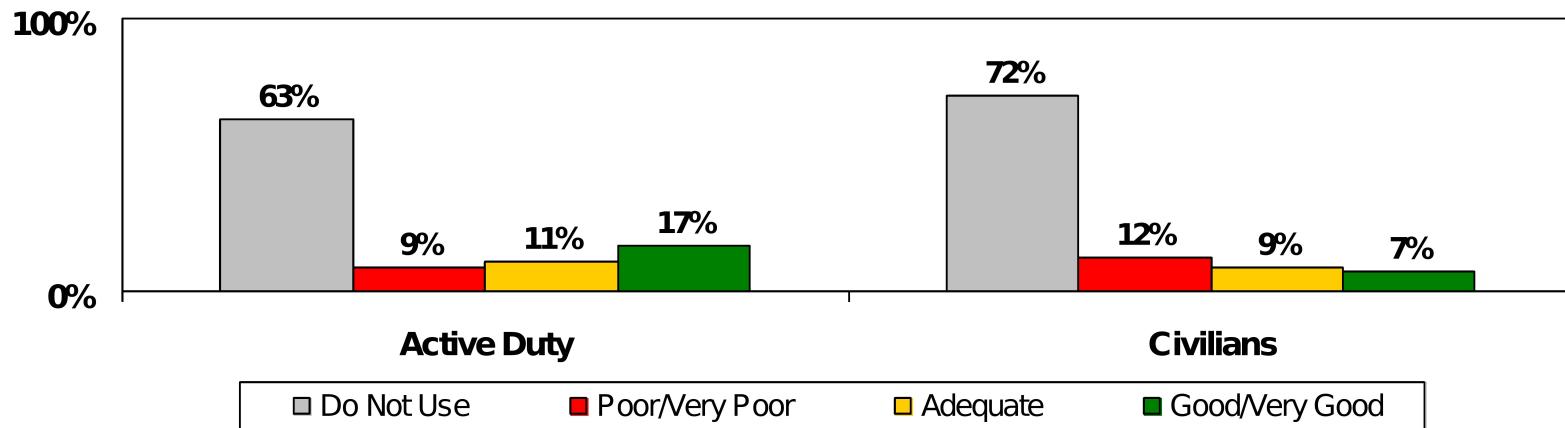
Quality of Off-Post Services



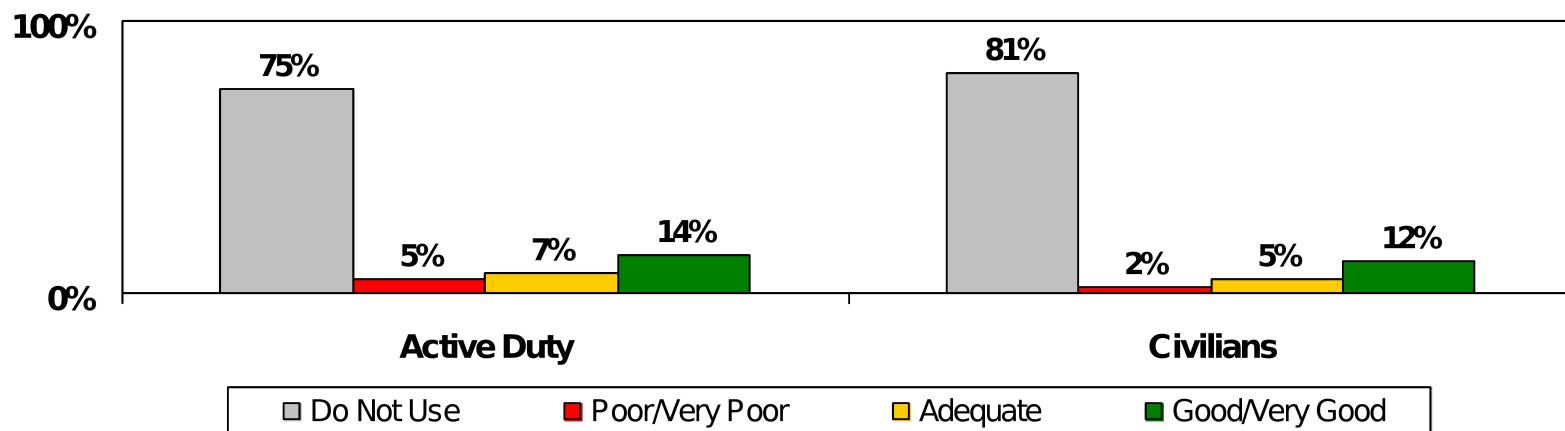
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

22nd ASG - Vicenza

Quality of On-Post Services



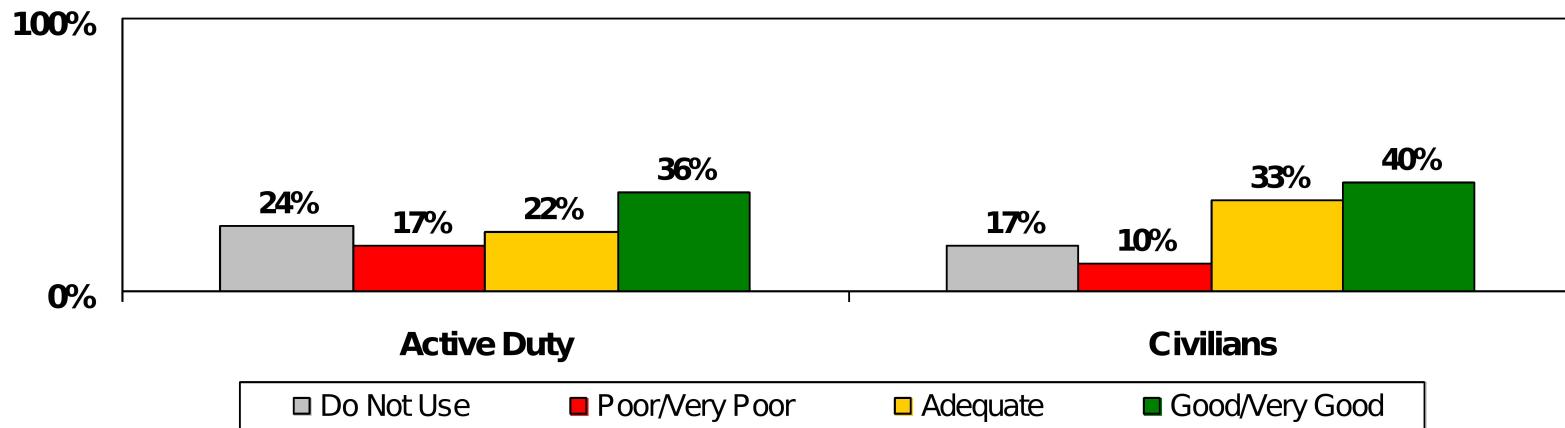
Quality of Off-Post Services



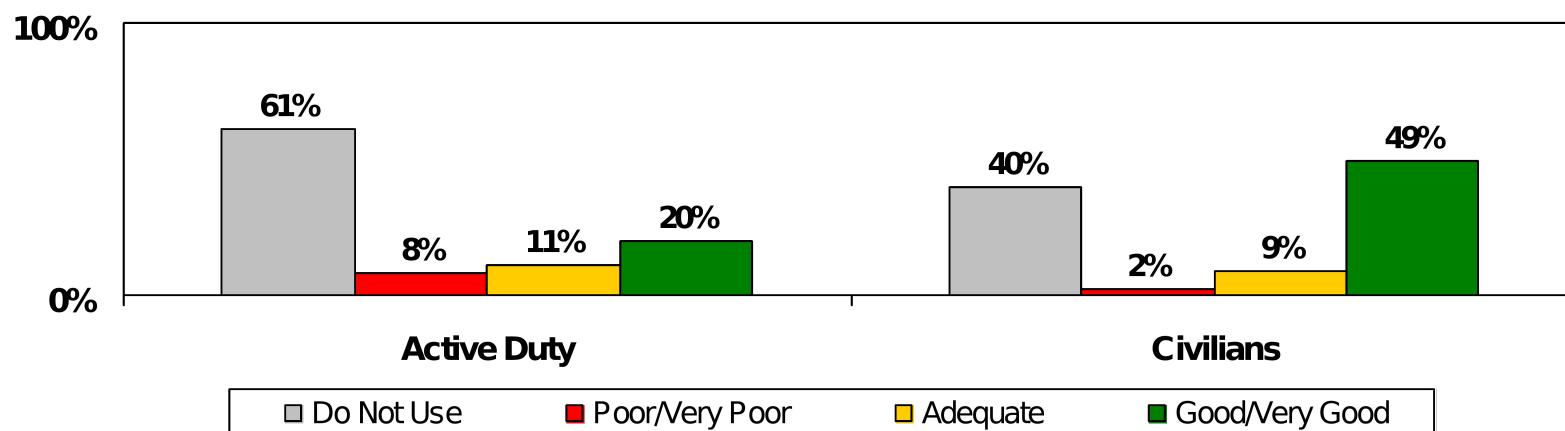
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

22nd ASG - Vicenza

Quality of On-Post Services

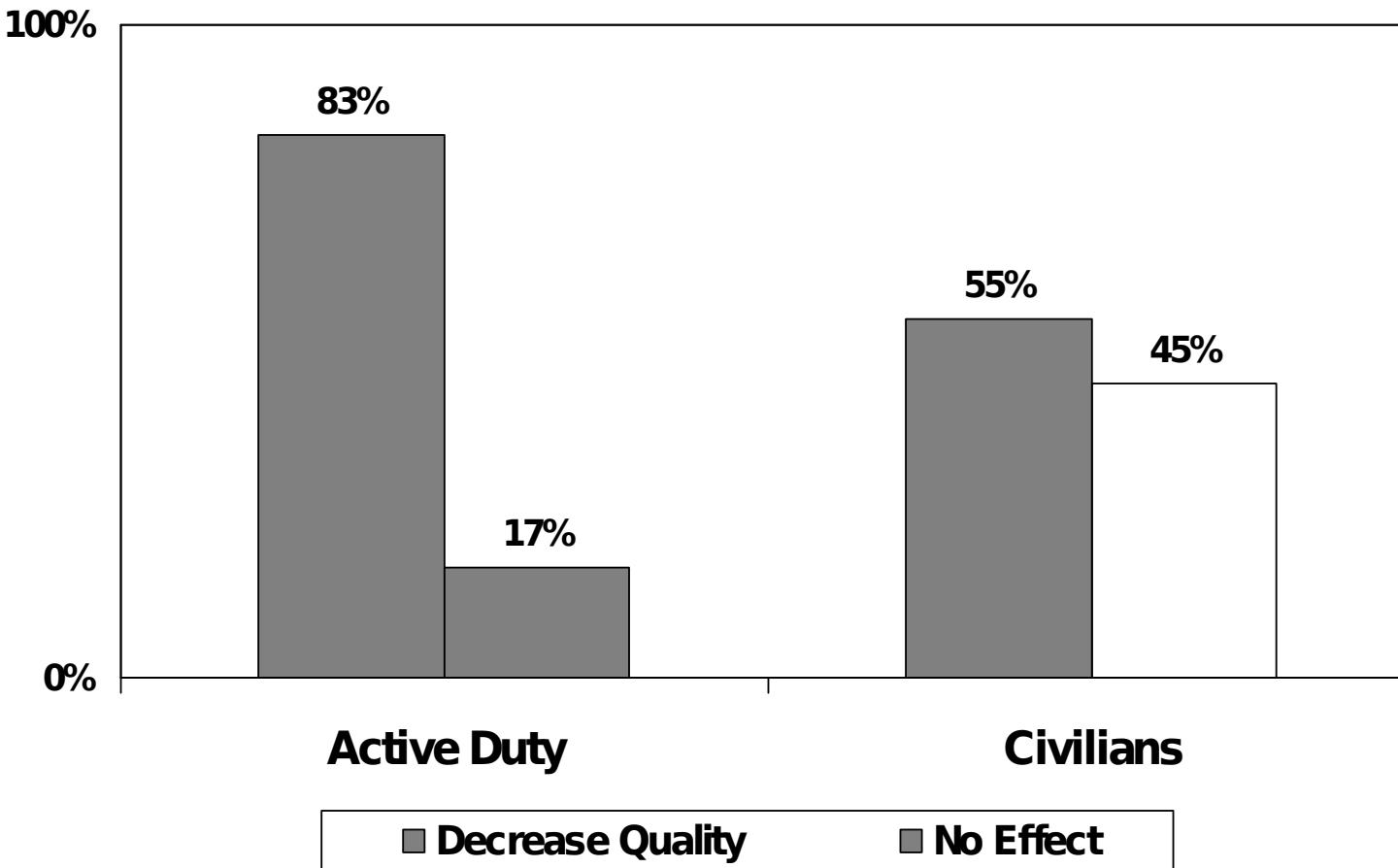


Quality of Off-Post Services



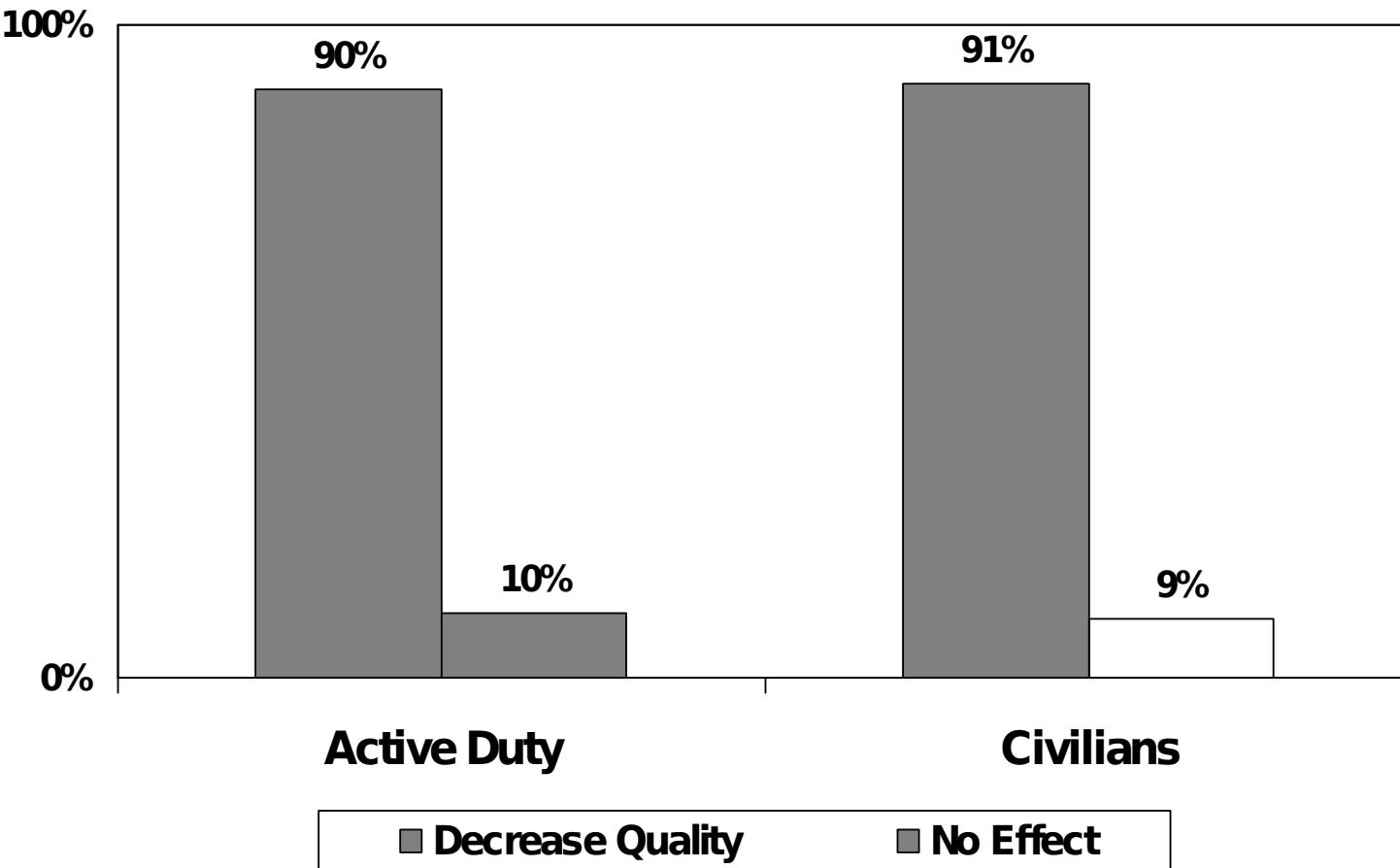
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

22nd ASG - Vicenza



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

22nd ASG - Vicenza

Top 7 Activities/Programs

| | |
|--------------------------|-----|
| Fitness Center/Gymnasium | 83% |
| Library | 74% |
| Army Lodging | 71% |
| Swimming Pool | 54% |
| Athletic Fields | 52% |
| Automotive Skills | 52% |
| Child Development Center | 49% |

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

| | |
|-----------------------------|-----|
| RV Park | 77% |
| Golf Course Pro Shop | 70% |
| Golf Course Food & Beverage | 64% |
| Golf Course | 62% |
| Cabins & Campgrounds | 57% |
| Bowling Pro Shop | 55% |
| Marina | 55% |

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

22nd ASG - Vicenza

| WHERE DO YOU GET INFORMATION? | ACTIVE DUTY | CIVILIANS | TOTAL |
|--------------------------------------|-------------|------------|------------|
| Internet | 13% | 13% | 13% |
| E-mail | 29% | 33% | 31% |
| Friends and neighbors | 40% | 58% | 48% |
| Family Readiness Groups (FRGs) | 10% | 7% | 9% |
| Bulletin boards on post | 53% | 57% | 55% |
| Post newspaper | 40% | 70% | 53% |
| MWR publications | 35% | 42% | 38% |
| Radio | 26% | 45% | 34% |
| Television | 43% | 52% | 47% |
| My child(ren) let(s) me know | 5% | 10% | 7% |
| Other unit members or co-workers | 27% | 28% | 28% |
| Unit or post commander or supervisor | 15% | 5% | 10% |
| Marquees/billboards | 15% | 38% | 25% |
| Flyers | 47% | 63% | 54% |
| Other | 3% | 3% | 3% |
| I never hear anything | 9% | 0% | 5% |

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

22nd ASG - Vicenza

| MWR PROGRAM/SERVICE | ACTIVE DUTY |
|--|-------------|
| Army Child and Youth Services | 71% |
| Better Opportunities for Single Soldiers | 58% |
| Army Community Service | 54% |
| MWR Programs and Services | 84% |

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

22nd ASG - Vicenza

| ACS PROGRAMS | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral | 63% | 90% | 10% |
| Outreach programs | 57% | 68% | 32% |
| Family Readiness Groups | 76% | 88% | 13% |
| Relocation Readiness Program | 73% | 86% | 14% |
| Family Advocacy Program | 75% | 86% | 14% |
| Crisis intervention | 66% | 72% | 28% |
| Money management classes, budgeting assistance | 70% | 77% | 23% |
| Financial counseling, including tax assistance | 70% | 81% | 19% |
| Consumer information | 45% | 75% | 25% |
| Employment Readiness Program | 64% | 81% | 19% |
| Foster child care | 43% | 69% | 31% |
| Exceptional Family Member Program | 72% | 80% | 20% |
| Army Family Team Building | 66% | 75% | 25% |
| Army Family Action Plan | 65% | 79% | 21% |

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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| POSITIVE* ACS IMPACTS | ACTIVE DUTY |
|--|--------------------|
| Satisfaction with my job | 43% |
| Personal job performance/readiness | 48% |
| Unit cohesion and teamwork | 52% |
| Unit readiness | 56% |
| Relationship with my spouse | 55% |
| Relationship with my children | 50% |
| My family's adjustment to Army life | 53% |
| Family preparedness for deployments | 57% |
| Ability to manage my finances | 51% |
| Feeling that I am part of the military community | 50% |

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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| POSITIVE* CYS IMPACTS | ACTIVE DUTY |
|--|-------------|
| Helps minimize lost duty/work time due to lack of child care/youth sponsorship options | 81% |
| Helps minimize lost duty/work time due to lack of child care/youth services | 75% |
| Plays a role in influencing my decision/my spouse's decision to remain in the Army | 76% |
| Allows me to work outside my home | 68% |
| Allows me to work at home | 55% |
| Offers me an employment opportunity within the CYS program | 56% |
| Allows me/my spouse to better concentrate on my/our job(s) | 73% |
| Provides positive growth and development opportunities for my children | 71% |

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

| POSITIVE* BOSS IMPACTS | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job | 49% |
| Personal job performance/readiness | 52% |
| Unit cohesion and teamwork | 49% |
| Unit readiness | 60% |
| Ability to manage my finances | 51% |
| Feeling that I am part of the military community | 53% |
| Relationship with my children (single parents) | 67% |
| My family's adjustment to Army life (single parents) | 59% |
| Family preparedness for deployments (single parents) | 59% |

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

22nd ASG - Vicenza

Top 10 Leisure Activities for All Respondents

| | |
|-------------------------------------|-----|
| Watching TV, videotapes, and DVDs | 69% |
| Reading | 57% |
| Entertaining guests at home | 56% |
| Internet access (library) | 55% |
| Multi-media (videos, DVDs, CDs) | 55% |
| Internet access/applications (home) | 52% |
| Going to movie theaters | 46% |
| Walking | 41% |
| Festivals/events | 39% |
| Reference/research services | 38% |

Top 5 for Active Duty

| | |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 60% |
| Internet access (library) | 53% |
| Weight/strength training | 45% |
| Cardiovascular equipment | 44% |
| Multi-media (videos, DVDs, CDs) | 42% |

Top 5 for Civilians

| | |
|-------------------------------------|-----|
| Watching TV, videotapes, and DVDs | 82% |
| Reading | 78% |
| Entertaining guests at home | 75% |
| Multi-media (videos, DVDs, CDs) | 70% |
| Internet access/applications (home) | 65% |

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

22nd ASG - Vicenza

Team Sports

| | |
|---------------------|-----|
| Softball | 14% |
| Soccer | 12% |
| Touch/flag football | 10% |
| Basketball | 10% |
| Volleyball | 7% |

Sports and Fitness

| | |
|--------------------------|-----|
| Walking | 41% |
| Cardiovascular equipment | 37% |
| Weight/strength training | 34% |
| Running/jogging | 34% |
| Bowling | 26% |

Outdoor Recreation

| | |
|---------------------------------|-----|
| Going to beaches/lakes | 36% |
| Bicycle riding/mountain biking | 24% |
| Snow skiing/snowboarding | 22% |
| Camping/hiking/backpacking | 20% |
| Rock climbing/mountain climbing | 13% |

Entertainment

| | |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 69% |
| Going to movie theaters | 46% |
| Festivals/events | 39% |
| Plays/shows/concerts | 28% |
| Attending sports events | 25% |

Social

| | |
|-----------------------------|-----|
| Entertaining guests at home | 56% |
| Night clubs/lounges | 33% |
| Dancing | 29% |
| Happy hour/social hour | 28% |
| Special family events | 26% |

Special Interests

| | |
|-------------------------------------|-----|
| Internet access/applications (home) | 52% |
| Automotive maintenance & repair | 35% |
| Automotive detailing/washing | 34% |
| Trips/touring | 33% |
| Gardening | 30% |

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

22nd ASG - Vicenza

| ACTIVITIES | PARTICIPATED PRIMARILY ON POST | PARTICIPATED PRIMARILY OFF POST | OVERALL PARTICIPATION |
|---------------------------------|--------------------------------|---------------------------------|-----------------------|
| Reading | 57% | N/A | 57% |
| Internet access (library) | 55% | N/A | 55% |
| Multi-media (videos, DVDs, CDs) | 55% | N/A | 55% |
| Going to movie theaters | 39% | 6% | 46% |
| Reference/research services | 38% | N/A | 38% |
| Cardiovascular equipment | 34% | 2% | 37% |
| Study/self development | 34% | N/A | 34% |

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

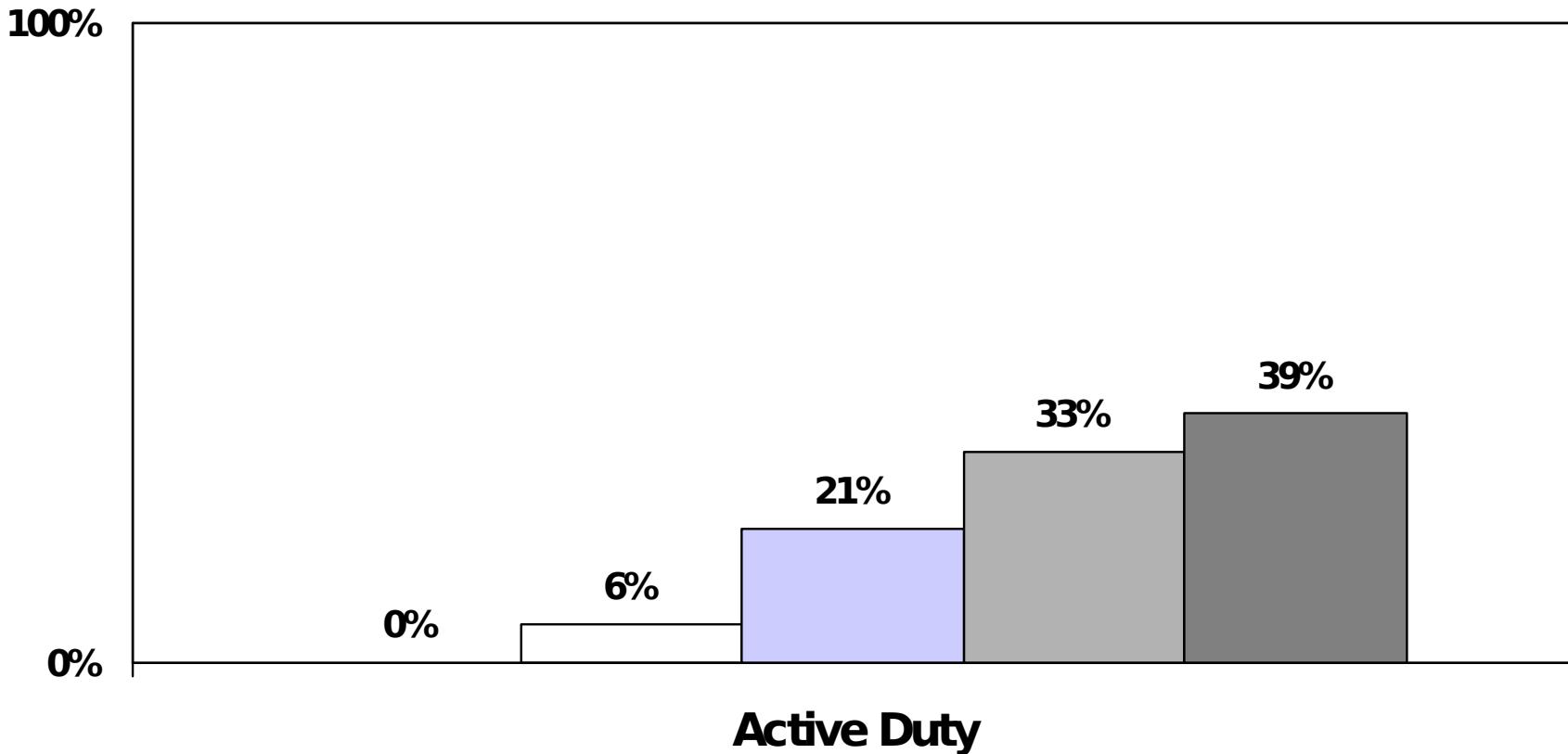
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| ACTIVITIES | PARTICIPATED PRIMARILY ON POST | PARTICIPATED PRIMARILY OFF POST | PARTICIPATED PRIMARILY AT HOME | OVERALL PARTICIPATION |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------|
| Internet access/applications (home) | 22% | 2% | 28% | 52% |
| Automotive maintenance & repair | 20% | 8% | 7% | 35% |
| Automotive detailing/washing | 15% | 9% | 10% | 34% |
| Trips/touring | 5% | 27% | 0% | 33% |
| Gardening | 1% | 1% | 28% | 30% |
| Digital photography | 2% | 8% | 13% | 23% |
| Computer games | 0% | 1% | 21% | 22% |

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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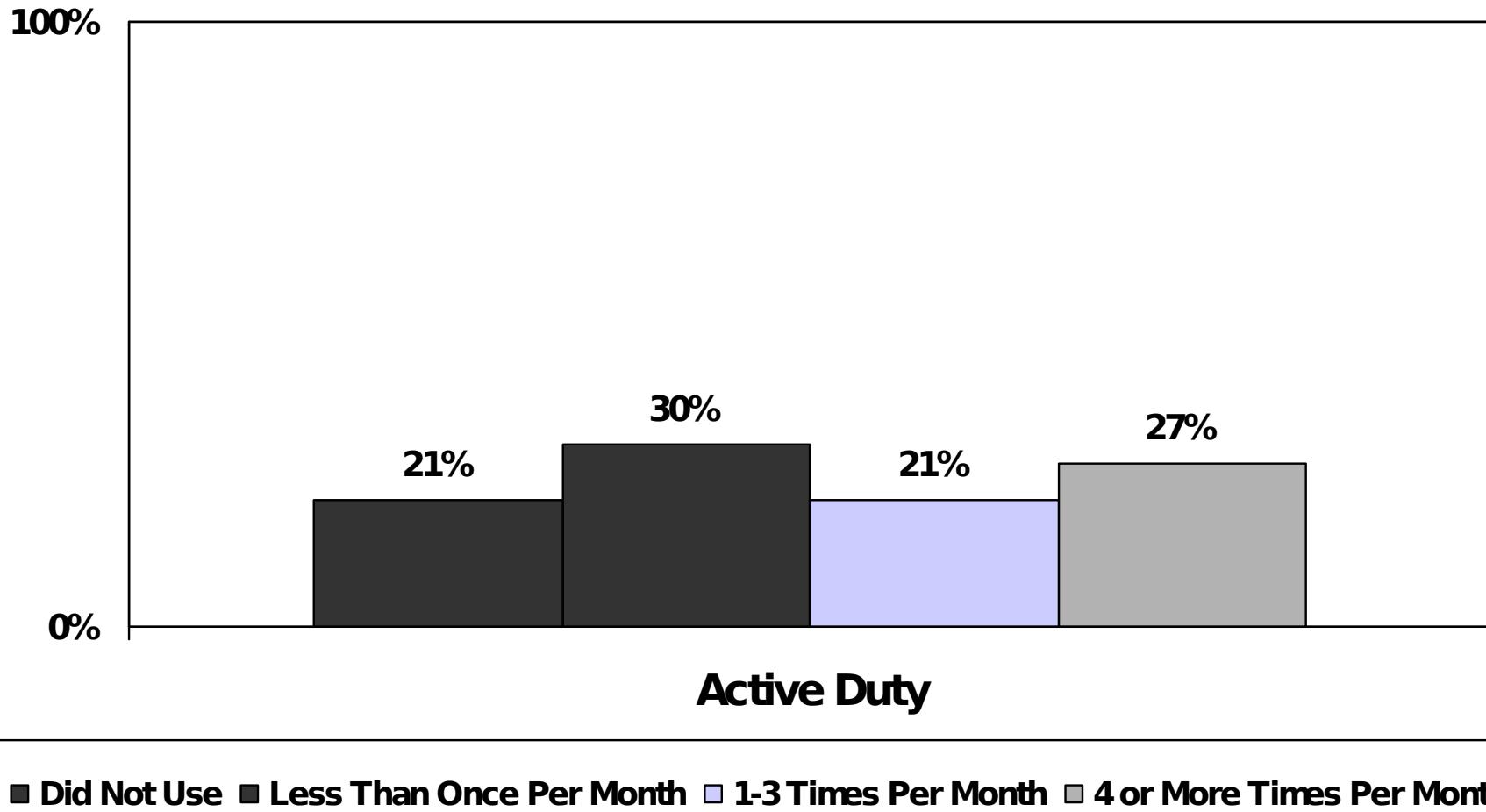


■ Not Important ■ Slightly Important □ Moderately Important □ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

22nd ASG - Vicenza



CAREER INTENTIONS: ACTIVE DUTY

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| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will not make military a career | 15% |
| Probably will not make military a career | 12% |
| Undecided | 23% |
| Probably will make military a career | 22% |
| Definitely will make military a career | 28% |

NEXT STEPS

22nd ASG - Vicenza

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)